APRIL/MAY 2025

GECM24B/DECM24B/DOCP25B — GLOBAL MARKETING

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. State the components of Management Information System.
2. Mention the elements of market research.
3. Define the e-marketing.
4. What do you mean by franchising?
5. What do you mean by brand equity?
6. Write about dark side of the branding.
7. List out the standards in inventory control.
8. Give the meaning of order processing.
9. What do you mean by personal selling?
10. Define advertising.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are all the advantages and disadvantages of umbrella brand?

Or

(b) Explain the features e-marketing.

12. (a) What do you mean by strategic alliances? Explain its type in brief.

Or

(b) Discuss the merits and demerits of foreign direct investment.

13. (a) List out the different pricing goals in global marketing.

Or

(b) Explain the main strategies of product positioning.

14. (a) Narrate are the elements of physical distribution.

Or

(b) Explain the importance of physical distribution.

15. (a) Explain the features of salesmanship.

Or

(b) Differentiate between the personal selling and advertising.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Distinguish between the global marketing and national marketing.

17. Elucidate the need for franchising.

18. Explain the stages in product life cycle with illustration in global marketing.

19. Describe the kinds of middlemen in detail.

20. Discuss the various factors relating to trade fair and exhibition.

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